

1. Record Nr.	UNISA996384259103316
Titolo	His Majesties gracious declaration for the encouraging the subjects of the United Provinces of the Low-Countreys [[electronic resource] ] : to transport themselves with their estates, and to settle in this His Majesties kingdom of England : at Whitehall the 12th of June, 1672
Pubbl/distr/stampa	In the Savoy [i.e. London], : Printed by the assigns of John Bill and Christopher Barker ..., 1672
Descrizione fisica	8 p
Altri autori (Persone)	Charles, King of England, <1630-1685.>
Soggetti	Dutch War, 1672-1678 Great Britain History Charles II, 1660-1685
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"Cum privilegio." Reproductions of original in the Huntington Library (reel 1184:64) and Corpus Christi College (University of Oxford). Library (reel 2974:29).
Sommario/riassunto	eebo-0113

2. Record Nr.	UNINA9910337803803321
Autore	Bonacchi Massimiliano
Titolo	Customer Accounting : Creating Value with Customer Analytics / / by Massimiliano Bonacchi, Paolo Perego
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2019
ISBN	3-030-01971-3
Edizione	[1st ed. 2019.]
Descrizione fisica	1 online resource (VIII, 87 p. 19 illus.)
Collana	SpringerBriefs in Accounting, , 2196-7873
Disciplina	657
Soggetti	Accounting Bookkeeping Business enterprises—Finance Marketing research Motivation research (Marketing) Big data Accounting/Auditing Financial Accounting Business Finance Market Research/Competitive Intelligence Consumer Behavior Big Data/Analytics
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	1 Introduction -- 2 Customer analytics: definitions, measurement and models -- 3 Customer analytics for internal decision-making and control -- 4 Customer Equity for external reporting and valuation -- 5 Conclusions and trends to look forward.
Sommario/riassunto	This book is designed to meet the needs of CFOs, accounting and financial professionals interested in leveraging the power of data-driven customer insights in management accounting and financial reporting systems. While academic research in Marketing has developed increasingly sophisticated analytical tools, the role of customer analytics as a source of value creation from an Accounting

and Finance perspective has received limited attention. The authors aim to fill this gap by blending interdisciplinary academic rigor with practical insights from real-world applications. Readers will find thorough coverage of advanced customer accounting concepts and techniques, including the calculation of customer lifetime value and customer equity for internal decision-making and for external financial reporting and valuation. Beyond a professional audience, the book will serve as ideal companion reading for students enrolled in undergraduate, graduate, or MBA courses. .

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